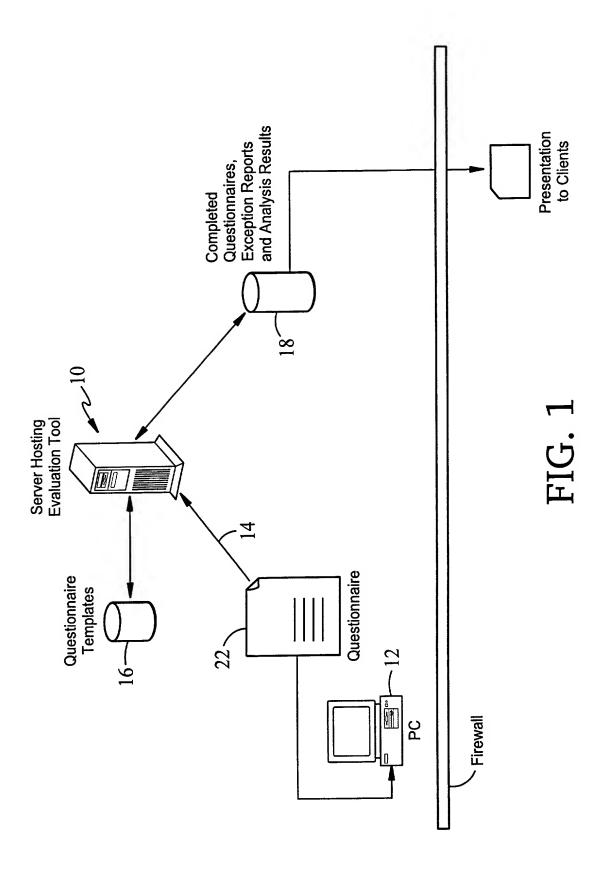
Matter No.: 13325-002001 Page Applicant(s): Philip Priestly Ashton et al. EVALUATING AN ORGANIZATION'S LEVEL OF SELF Page 1 of 10



Matter No.: 13325-002001 Page : Applicant(s): Philip Priestly Ashton et al. EVALUATING AN ORGANIZATION'S LEVEL OF SELF REPORTING Page 2 of 10

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	Industry Sector: 0	0							
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Framework Category D	Data Sheet-Annual Report	Qualitative	Qualitativa. reference	Prior period	Benchmark	Current period Future period target	Future period target	Reference	Comments
A second	the many state of the state of								
	1. MARKET OVERVIEW								
Framework Flement									
	A. Competitive Environment								
	Market Growth								
Darformance Measures J	Level of Current and Fututre Competition								
_	Industry and Business Outlook								
<u> </u>	Industry and Business Outlook(By Segment)								
1	Total								
<u> m</u>	B. Regulartory Environment								
<u> </u>	egal								
<u>i∝ </u>	Related pressure groups								
	Total								
0	C. Macro-economic Environment								,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Į a.	Political								
Ш	Economic								
iα	Social								
 	Technological								
<u> W </u>	Environment								
	Total								
1									

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Industry Sector:	10	 				<u> </u>		
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Data Sheet-Annual Report	Qualitative reference	Quantitifi Qualitative reference	© Prior period	Benchmark	Current penod target	Future period target	Reference	Comments field
2 MALLIE CEDATECM	 	 	ļ	 		 		
2. VALUE STRATEGY								
2A. Goals and Objectives	1	1)	
Statement of long term goals					///////////////////////////////////////			
Changes in long term goals	 	V////////						
Core Values								
Statement of short/medium term objectives		<i>\\\\\\\</i>				///////		
	 	<i>\////////////////////////////////////</i>						
Changes in short/medium term objectives		<i>(////////////////////////////////////</i>						
Statement of charlesodium term physiciscs (h.: comment)	l	<i>\\\\\\\\</i>				////////		
Statement of short/medium term objectives(by segment)	 	/////////						
Changes in short/medium term objectives(by segment)	[///////		
Have targets been set for the short/medium term								
objectives?	l	V////////					i	
Have targets been set for the short/medium term								
objectives?(by segment)	ł							
lave the objects been described in reference to peer		<i>\\\\\\\</i>						
group performance?						///////		
lave the objects been described in reference to peer	ļ					//////		
group performance?(by segment)		V////////				///////	1	
is one of the objectives a recognized Shareholder Value						///////		
Metric?						///////		
Is one of the objectives a recognized Shareholder Value								
Metric?(by segment)	!						1	
round (by Segment)			<i>,,,,,,,,</i> ,,,,,,,,,,,,,,,,,,,,,,,,,,,,		<i>,,,,,,,,,</i> ,,,,,,,,,,,,,,,,,,,,,,,,,,,			
								
Total								
								
D. Beteiling Checific Objectives		 						
2B. Retailing Specific Objectives								
Total								
C. Organization			1	l l	l l			
Business segmentation								
Aanagement structure		///////	1	///////		///////		
Changes in structure		***********		///////				
						-		
Total								
). Governance								
corporate governance model								
hanges in Corporate governance model			<u> </u>		<u>/////////////////////////////////////</u>	//////X		
anagement accountability				///////				
he Board and Management team								
hanges in the Board and Management team								
ember's attendance of Board Meetings								
sk Management								
						//////		
ommunication and Disclosure Policies		///////////////////////////////////////						
	t							
xecutive performance related pay				///////			ļ	
xecutive performance related pay uccession Planning					ummin.			
communication and Disclosure Policies xecutive performance related pay uccession Planning takeholder contribution								
xecutive performance related pay uccession Planning								

FIG. 2B

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Client Name	0			Prepaired by:	U			
Territory	0							
Period under Review	00-Jan-00							
Industry Sector:								
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Data Sheet-Annual Report	Qualitative reference	Questitut Questione reference	Y2 Pnor period	Benchmark	Current penod target	Future period : target	Reference	Comments field
		 						
B, MANAGING FOR VALUE								
								ļ
T. El					1			
1. Financial Performance		 	 					
hareholder Value Metric	 	+	 	 				
Veighted Average Cost of Capital	 							
teturn of Equity	 	 						
otal Shareholder return	 	 		1				
Operating Leverage		 	 	/////////				ļ
Share Price Volatility		+		<i>\////////</i>				1
arnings per share				V///////	1			
Restructuring Costs	 		 	<i>\///////</i>	1			
Effective Tax Rate	 	1		<i>\\\\\\\</i>				
Cost base analysis	 	 		<i>\///////</i>	1			<u> </u>
Volume growth			 	\//////	1			
Price Growth		+	 	1				
Tota		+						ļ
	+		1				1	L
Financial Position				VIIIIIII	+			
Working Capital		 		YIIIIIII	1			
Capital Expenditure					+			
Restructuring cost	<u> </u>			 	 			
Expected return on new stores/refurbishment			 		+			
NPV of future leasehold commitments				V////////				
Market value of freehold assets				<i>/////////////////////////////////////</i>	4			
Store portfolio changes			 -	 				
			+					
Total			+					
			+	+				}
Risk Management	L			· Viiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiii	hamma		1	
Covenants and Capital constraints				111111111			4	
Credit Rating			 		+	 	+	
Business and Market Risk				Viiiiiiii	/	+		\top
-Political				-\//////	/	+	1	
-Economic			+	-V//////	4 —	+	1	
-Social			+	-V///////	4	+		
-Technological			+	-{///////	a			
-Environmental				V////////	4			
			 	+	+			
Total			+	+	+			
			 			1		
Segmental					ļ	+	+	
Shareholder Value Metric (By Segment)						+	+	+
Weighted Average Cost of Capital (By Segment)								+
Free Cash Flow (By Segment)				_\//////	//		+	
Net assets by segment/geography					/			+
Sales by segment/geography	\top			_\/////	%		+	+
Profit by segment/geography				_{///////	//		+	
Sales/profits by product line	1			V///////	4		+	+
Sales per square foot/meter							+	+
Same store sales (like for like)							+	
								1
Same store dated (into 15, into)								

FIG. 2C

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				Ε	F	G	Н	
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Territory								
Period under Review								
Industry Sector:	0			Compan	non with			
				Compan	SOIT WILLT			
Data Sheet-Annual Report	Qualitative reference	Guantetetive Qualitative reference	Pnor penod	Benchmark	Current period target	Future period target	Reference	Comments field
4. VALUE PLATFORM								
D4 t-roughing								
B1. Innovation	 	-		 				1
Development cycle time (By Segement)	 	 		7///////	 			
Product portfolio by stage of development (By Segment)								
Contribution from new products	-	 		l				
R&D Expenditure	-	-		V////////				
Expected contribution from products in development		111111111111111111111111111111111111111		<u> </u>				
Impact of Technology	 	VIIIIIII	1//////////////////////////////////////		1	1		
e-commerce investments	 	+		111111111111111111111111111111111111111	1			
New store formats tested & performance data				1				
Tota	1							
Tota	-							1
	+							
B2. Brands				+	-	 		
Brand/Corporate Name Awareness	ļ			-				
Brand/Corporate Name Perception				V///////	1	-		
Brand Profitability and/or Equity			ļ		1			
Revenue protected by patent(s)					-			
			 		 			
Tota								
			 		 	1		
B3. Reputation			<u> </u>				 	
Corporate citizenship								
Environmental Policies and Procedures			<u> </u>	200000			 	-
Environmental compliance			ļ	<i>-V////////</i>	1	 	 	
Third Party ratings and awards	<u> </u>		<u> </u>	<i>\\\\\\\</i>	1			
Health and safety performance		1,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		<i>\$////////</i>	annin in the same of the same			
Stewardship (Business Ethics)		VIIIIIII						
					 			
Tota	1		ļ	ļ.———	-			
			 		 		 	1
B4. People	L							
Human capital							ļ	
Employee satisfaction					 	 	 	-
Total and key personnel turnover					 		 	+
Other measures, such as:			ļ	viiiiiiii	1	+	+	+
Headcount as a % of forecasted needs					1		 	+
Investment in training			 		 	+		+
Revenue per employee				+	+			1
Attraction of key employees				 				+
Employee profiles				VIIIIIIII		-		+
Third party ratings and awards					4		 	1
						 	 	
Tota	a1				-	+	-	
	1	1	1	_1	1	1	1	

FIG. 2D

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Period under Review								
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Data Sheet-Annual Report	Qualitative reference	Qualitative reference	Ź Prior period	Benchmark	Current period target	Future period target	Reference	Comments field
36. Customers								
Customer loyalty/retention								
Customer satisfaction	· · · · · ·			1		 		-
Market Share (By Segment) Financial/Product contribution from partners				<i>\\\\\\\</i>				-
inancial/Product contribution from parties		1			1			
Third party ratings and awards								
Other customer measures, such as					1			
Customer dependence								
eturn on customers or customer value	<u> </u>	+						ļ
% of New customers vs repeat business	 							
Average basket size/average transaction size/visit	 	+						
Footfall number of visits	 	+						
Shopper/buyer conversion rate		 	 			I		ļ
Tota								<u> </u>
Tota	' 					1		
B5. Supply Chain	 		 					
Efficiency measure, such as			 	V///////	4			
Forecast accuracy			 	************	4			
Capacity utilization	 							
Labour utilization	 		+	+				<u> </u>
Inventory management				+				
Cycle time	 	+	+	+	+			
Quality measures, such as			+	+	 	1		
Product quality	-		-	+	 	1		
Process quality								
Cost of quality	 		+	+	1			
Third party ratings and awards		+			+			
Supplier measures, such as	-	+	+	7///////	<i>a</i>			
Supplier and other partner performance	 		+	-V//////	4			
Supplier dependence				111111111111111111111111111111111111111	4	T		
Product availability				+	+			
Product line & category extention					+	+		
Shrinkage				-	+	-		
				_	+	+	1	
Tot	all	1	1	1				

FIG. 2E

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EVALUATING AN ORGANIZATION'S LEVEL OF SELF

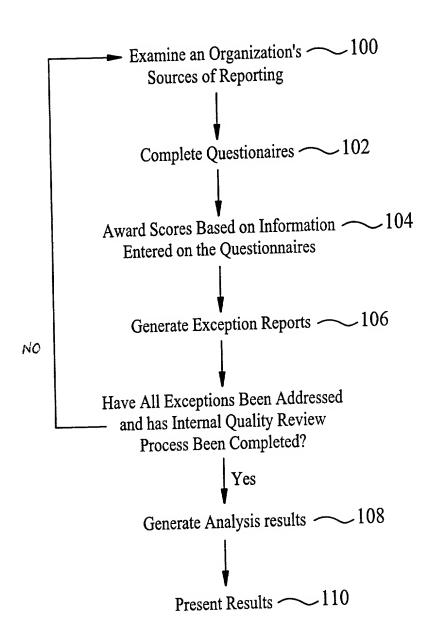


FIG. 3

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Applicant(s): Philip Priestly Ashton et al. EVALUATING AN ORGANIZATION'S LEVEL OF SELF

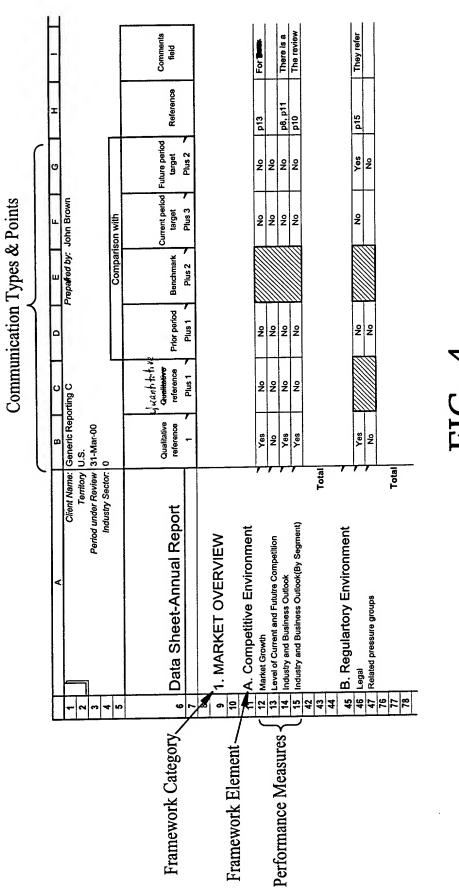


FIG. 4

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Points			1	2	3	2	
Communication Lypes	Qualitative (QL)	Quantitative Current Period (QN-C)	Quantitative Prior Period (QN-P)	Benchmarking (Q-CT)	Current Period Target (Q-CT)	Future Period Target (QN-FT)	,
		l	ひ 人)			
		()			

Communication Type	Scoring Mechanism for Performance Measures PM _X in the Annual Report	Z	Weighting (W _X)	Actual Communication Type Score (Yarpm)	Total Possible Score for Communication Type (PS PM)
Qualitative	If Annual Report $PM_X = yes$, then 1, if no, then 0	1 or 0	Wx	ZARQL * WX = YARQL	1 * Wx = PSPMQL
ત્વ unlitative Current Period	If Annual Report $PM_X = yes$, then 1, if no, then 0	1 or 0	Wx	ZARQN-C * Wx = YARQN	1 * Wx = PS PMQN-C
પ્રQ ualitatiy e Prior Period	If Annual Report PM $_X$ = yes, then 1, if no, then 0	1 or 0	W _X	Zarqn.p * Wx = Yarqn.p	I * W _X = PSPMQN-P
Benchmarking	If Annual Report PM $_X$ = yes, then 2, if no, then 0	2 or 0	W _X	ZARQ-BM * WX = YARQ-BM	I * W _X = PS PMQN-BM
Current Period Target	If Annual Report PM $_X$ = yes, then 3, if no, then 0	3 or 0	Wx	ZARQ-CT * WX = YARQN-CT	$1 * W_X = PS_{PMQN-CT}$
Future Period Target	If Annual Report PM $_X$ = yes, then 2, if no, then 0	2 or 0	Wx	Zarqn-ft * Wx = Yarqn-ft	1 * W _X = PS pmqn-fT
				Vanna = Vanor + Vanor +	+ 5 8d + .51 8d = 74 8d
			TOTAL	YARON-CT + YARON-ET	PSPMQN-P + PSPMQN-BM + PSPMQN-GT + PSPMQN-FT

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REPORTING



- Generic Reporting Company Best Practice Forecast

FIG. 7